

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

IT Promotion – ESD (MeeSeva) – Issue of TV Scrolls pertaining to Mee Seva to four Electronic Media Channels (Telugu TV News Channels) - Sanction and release of an amount of Rs.46,02,265/- (Rupees Forty Six Lakhs Two Thousand Two Hundred and Sixty Five Only) to various agencies – Orders – Issued.

INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS
(Promotions) DEPARTMENT

G.O.Rt.No. 21

Dated:15.02.2014

Read the following:

1. From the Director, ESD (MeeSeva) Letter Rc.No.0308/PRO/2013, dt:04.09.2013, to Secretary, ITE&C Dept.
2. From the Director, ESD (MeeSeva) Letter Rc.No.0308/PRO/2013, dt:20.12.2013, to Secretary, ITE&C Dept.
3. From the Director, ESD (MeeSeva) Letter Rc.No.0308/PRO/2013, dt:08.01.2014, to Secretary, ITE&C Dept.
4. From the Director, ESD (MeeSeva) Rc.No.0308/PRO/2012-13, dt:09.01.2013, 19.02.2013, 28.02.2013 & 01.06.2013 addressed to Commissioner, I&PR Dept.
5. Lr.No.0011810/VE/2012-2, dt:28.02.2013, 01.06.2013 of Commissioner, I&PR Department, Hyderabad.
6. Lr.No.0011810/VE/2012-1 & 3, dt: 16.01.2013 & 01.06.2013 of Commissioner, I&PR Department, Hyderabad
7. Lr.No.0011810/VE/2012-4 & 5, dt: 16.01.2013 & 23.02.2013 of Commissioner, I&PR Department, Hyderabad.
8. From the Commissioner, I&PR, Lr.No.0011810/VE/2012 dt:18.11.2013 and 26.11.2013 to the Director, ESD (MeeSeva).
9. From the Commissioner, I&PR, Lr.No.0011810/VE/2012 dt:24.09.2013 to the Director, ESD (MeeSeva).
10. G.O.Rt.No.2558, Finance (EXPR.GAD-II) Department dt:04.07.2013.
11. U.O.Note No.105/IT&C/Budget/2013, IT&C Dept, dt:15.07.2013.
12. G.O.Rt.No.3913, Finance (EXPR.GAD-II) Department dt:05.11.2013.
13. U.O.Note No.105/ITE&C/Budget/2013, ITE&C Dept, dt:11.11.2013.

ORDER:

Vide first, second and third read above, Director, ESD (Mee Seva), informed that as per the time to time orders of Government, a TV Scroll is being run in five leading news channels about availability of services in Mee Seva centres. The TV Scroll is being run in ETV2, TV9, TV5, NTV and Sakshi TV. The scrolling purchase order to the above channels is being extended through I&PR Dept and from time to time the period of TV Scroll is extended and accordingly requisite Purchase order has been placed by the Director, ESD (Mee Seva) and requested to release the payments directly to the channels as mentioned hereunder:

S.No.	Name of the channel	Name of the Agency	Amount (Rs.)
1	NTV	Rachana Television Private Limited	11,61,241
2	ETV2	Eenadu Television Private Limited	15,41,579
3	TV5	Shreya Broadcasting Pvt Ltd	7,58,430
4	Sakshi TV	Indira Television Limited	11,41,015
	TOTAL		46,02,265

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2. Government, after careful examination, hereby accord, sanction and release of an amount of Rs.46,02,265/- (Rupees Forty Six Lakhs Two Thousand Two Hundred and Sixty Five Only) to the agencies as mentioned at Para.1 above towards TV Scrolling advertisement charges.

3. The amount sanctioned and released at Para.2 above shall be debited to the following Head of Account:

3451	:	Secretariat Economic Services
MH 090	:	Secretariat
GH (11)	:	Normal State Plan
SH (22)	:	IT&C Department
260	:	Advertisements, Sales and Publicity Expenses

4. The Joint Director & DDO (Admn), ITE&C Department shall draw the amount of Rs.46,02,265/- (Rupees Forty Six Lakhs Two Thousand Two Hundred and Sixty Five Only) sanctioned in Para.2 above and arrange for payment after duly applying the TDS in favour of the respective agencies as mentioned here under:

S.No.	Name of the Agency	Amount (Rs.)
1	Rachana Television Private Limited	11,61,241
2	Eenadu Television Private Limited	15,41,579
3	Shreya Broadcasting Pvt Ltd	7,58,430
4	Indira Television Limited	11,41,015
	TOTAL	46,02,265

5. The above agencies shall submit an advance stamped receipt for the amounts sanctioned to them, to the Department in duplicate.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**SANJAY JAJU,
SECRETARY TO GOVERNMENT**

To

M/s.Rachana Television Private Limited, Hyderabad

M/s.Eenadu Television Private Limited, Hyderabad

M/s.Shreya Broadcasting Pvt Ltd, Hyderabad

M/s.Indira Television Limited, Hyderabad

The Accountant General (Audit), Andhra Pradesh, Hyderabad

The Accountant General (A&E), Andhra Pradesh, Hyderabad

The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad

The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad

The Pay and Accounts Officer, Andhra Pradesh, Hyderabad

The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad

The JD & DDO (Admn), ITE&C Department

Copy to:

Fin. (EXPR-GAD II) Department

S.F./Spare

// FORWARDED : : BY ORDER //

SECTION OFFICER